



Tims China Named Among the "Top 100 Franchise Brands" in China

May 21, 2025

Shanghai, May 21, 2025 — TH International Limited (NASDAQ: THCH), the exclusive operator of Tim Hortons coffee shops in China ("Tims China" or the "Company"), has been included in the 2025 China Restaurant Franchise Brand Top 100 list by the China Chain-Store & Franchise Association (CCFA).

Widely regarded as one of the most influential honors in China's retail and franchise industry, the list evaluates brands based on franchise model strength, number of stores, and brand standards, using both collected data and franchisee feedback. Tims China was credited for its excellence in franchise system development, operational management, and sustainable growth.



(Award ceremony for the "2025 China Restaurant Franchise Brand Top 100")

"We are proud, humbled and very pleased to be recognized among the "2025 China Restaurant Franchise Brand Top 100," said **Yongchen Lu, CEO of Tims China**. "Our commitment to empowering our franchisees is unwavering, and it remains one of our top priorities to invest in marketing, product innovation, and menu enhancements to support their growth."

Since launching its individual franchise program in December 2023, Tims China has received over 6,200 applications and successfully opened around 100 new franchise stores by the end of 2024—a strong vote of confidence in its franchise model. The Company has developed attractive unit-level economics, with sub-franchisees typically seeing a payback period of two to three years. By leveraging its franchise network, Tims China aims to expand more rapidly and cost-effectively, strengthening its position in China's highly competitive coffee market.

This latest recognition follows several accolades Tims China received recently, including the Impact Franchise Award at the 2024 Forbes China Consumer Sector Annual Selection, and inclusion in Zhaiwen Canyon's 2024–2025 Top 100 Franchise List.

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ABOUT TH INTERNATIONAL LIMITED

TH International Limited (Nasdaq: THCH) ("Tims China") is the parent company of the exclusive master franchisee of Tim Hortons coffee shops in mainland China, Hong Kong, and Macau. Tims China was founded by Cartesian Capital Group and Tim Hortons Restaurants International, a subsidiary of Restaurant Brands International (TSX: QSR) (NYSE: QSR).

The company's philosophy is rooted in world-class execution and data-driven decision making and centered around true local relevance, continuous innovation, genuine community, and absolute convenience. For more information, please visit <https://www.timschina.com>.

Contacts

Investor Relations
IR@timschina.com or gemma.bakx@cartesiangroup.com

Public Relations
patty.yu@timschina.com

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